MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2016/2017

BMR3094 –MARKETING IN SERVICE INDUSTRIES

(All sections / Groups)

21st October 2016
3:00 p.m – 5:00 p.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of TWO (2) pages and **TWO (2) Sections** only.
2. Attempt **ALL** questions in **SECTION A** and **ONE** question in **SECTION B**.
3. Please write all your answers in the Answer Booklet provided.

SECTION A: ANSWER ALL QUETIONS

QUESTION 1

Define the Servuction Model and using relevant examples (of a service organisation of your choice) explain how it can be used as a guide in managing customer experiences.

(25 Marks)

QUESTION 2

You have been hired by a business owner as a consultant. The business owner is intending to establish a premium restaurant business that will cater to predominantly well to do customers. Main groups of the target market are business executives that discuss their business dealing over dinner, well to do families that enjoy quality times and individuals who pampered themselves after stressful days at work. From a market study that has been conducted, it was found that the target market is not sensitive to pricing. They love quality food that is well presented, they like to be pampered and value privacy. The study also found that the longer the customer stay in a premium restaurant, the more they will spend. This spending will mostly be on expensive drinks and deserts.

a. From the scenario above, identify the components of the Molecular model and suggest TWO (2) other variables that are essential for the case under investigation. You are required to justify your answer

(15 marks)

b. Referring to the scenario above, suggest FIVE (5) of the critical touch points that need to be taken care of to ensure the delivery of a high level of service experience. Justify your answer in relation to the dimensions of SERVQUAL.

(10 marks)

(Total = 25 Marks)

QUESTION 3

A sales person argued that Microsoft Office software is similar to a hotel services, they are both intangible, thus both are services. Using relevant examples, discuss this situation in relation to "ownership" in service.

(25 Marks)

Continued...

SECTION B
ANSWER ONLY ONE QUESTION IN THIS SECTION.

QUESTION 4

What is/are the purpose of a GAP model in service marketing? Explain how these gaps could be minimized.

(25 Marks)

QUESTION 5

Using the concept of Zone of Tolerance as your basis of reference, discuss how customer satisfaction could be managed in a service setting.

(25 Marks)

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